

NEW STANDARDS & OBJECTIVES DESKTOP PUBLISHING

STANDARD 01	Using a current professional software students will create, correct, and store a publication. <i>Publisher is not considered a professional software by industry.</i>
OBJECTIVES 0101	Access and utilize the online help system and/or reference materials.
0102	Import text created by a standard word processing program and the internet.
0103	Create text directly via the publishing program, <i>understanding defaults. Utilizing the ability to move text by cutting, copying and pasting.</i>
0104	Save and print a publication using appropriate desktop publishing commands. <i>Understand and produce (mechanical)</i>
0105	Change printer selection and print quality.
STANDARD 02	Students will apply basic desktop publishing design principles.
OBJECTIVES 0201	Students will understand how to create headers/footers, which are commonly used in newsletters, manuscripts, textbooks, reports, and other publications.
0202	Students will learn the steps in designing and understanding a page layout which include: a thumbnail sketch; standard page size and dimensions; letter (8 ½ X 14), legal (8 ½ X 14), tabloid (11 X 17) and custom size; (tall) portrait and (wide) landscape orientation; set number of pages and margins; double sided or facing pages option utilizing masterpages, <i>bleed, nominal page, live area, body, columns guides, gutters, ,margins, slug areas.</i>
0203	Students will change the layout/appearance of text: hyphenation, tab settings with leaders, columns with a knowledge of gutters.
0204	Students will provide a focal point on a page and enhance the overall appearance of a publication by using graphic elements: fonts, alignment, reverse text, drop cap, ruled lines, clip art, tables, chart, graphs, pullquotes, and bullets.
0205	Students will understand and use their text editing features of spell check and grammar check in each unit of text for all publications <i>and make a final check of work prior to printing which includes proofreading, consistency and widow/orphans.</i>
0206	Students will be able to change the size of their text block.
0207	Students will compare methods of reproducing finished work for mass production.
0208	Students will apply consistent styles to portions of a publication.

STANDARD 03	Students will understand relevant desktop publishing layout principles.
OBJECTIVES 0301	Students will use elements consistent with good design when developing master pages, facing pages, sub heads, templates and when using design elements.
0302	Students will learn to size design elements in relation to their relative importance and to each other; white space is important in sizing elements proportionately in the publication.
0304	Students will understand contrast in different degrees of lightness and darkness. Students will utilize contrast as an organizational aide to help follow the logical flow of information.
0305	Students will achieve balance by equally distributing the weight of various elements on the page (both symmetrical and asymmetrical design).
0306	Students will use directional flow to draw the reader's eyes through the text to particular words or images that the designer wishes to emphasize.
0307	Students will create consistency within a publication from page to page in fonts, color, margins, and design elements.
STANDARD 04	Students will demonstrate and understand basic typography.
OBJECTIVES 0401	Students will select an appropriate typeface to portray a particular mood or feeling in their publication.
0402	Students will understand the characteristics that will distinguish one typeface from another; baseline, cap height, x-height, ascender and descender.
0403	Students will recognize and appropriately use the two main categories of proportional typefaces: serif and sans serif.
0404	Students will utilize the four basic categories of type families: normal, bold, italic, <i>and book and heavy.</i>
0405	Students will understand points and picas.
0406	Utilize kerning, tracking, and leading.
0407	Students will understand the purpose and difference between em dash and en dash.
STANDARD 05	Students will know how to import clipart that relates to the message of the publication.
OBJECTIVES 0501	Students will scan and manipulate an image using cropping, reversing, shading, mirroring, sizing rotating, skewing, rotating, and snap to zone.
0502	Students will skew text blocks, draw and import graphics for

	special effects.
0503	Students will select objects to be grouped together permanently.
0504	Students will create and edit boxes, borders, shading and text wrap using standoff.
0505	Students will create and edit vertical, horizontal and custom lines (rules).
0506	Students will import digitized images and adjust the standoff.
0507	Students will create simple drawings to include several shapes, fills, colors, strokes and lines.
0508	Students will integrate text and graphics within the same image creating an inline graphic.
0509	Students will draw vector graphics, scan and work with raster images.
STANDARD 06	Students will follow guidelines using color in publications.
OBJECTIVES 0601	Students will use color to add emphasis and style to the publication.
0602	Students will use color to communicate, not decorate.
0603	Students will understand color process theory (RGB & CYMK).
0604	Students will understand how to print publications using registration marks.
STANDARD 07	Students will create original business publications utilizing desktop publishing design and layout principles.
OBJECTIVES 0701	Create letterhead for a personal, business, school, or organization Containing a logo.
0702	Create a single sheet flyer.
0703	Create a business card to include a logo.
0704	Create a publication using tables.
0705	Create a one-page, multi-column newsletter, including an original nameplate, folio style, headline, subheads, byline and a pull quote, etc.
0706	Create a multi-fold brochure with the use of a dummy. Students will recognize common folds such as letter fold, parallel fold, accordion fold, map fold, gatefold, right-angle fold, and single fold.
0707	Students will analyze and critique: own work, peer's publications, and professionally produced publications.